

FROST & SULLIVAN

*COBWEBS*

**2022**  
**ENTREPRENEURIAL**  
**COMPANY**  
**OF THE**  
**YEAR**

*NORTH AMERICAN*  
*LAW ENFORCEMENT DIGITAL*  
*INTELLIGENCE INDUSTRY*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Cobwebs excels in many of the criteria in the law enforcement digital intelligence space.

AWARD CRITERIA	
<i>Entrepreneurial Innovation</i>	<i>Customer Impact</i>
Market Disruption	Price/Performance Value
Competitive Differentiation	Customer Purchase Experience
Market Gaps	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Passionate Persistence	Brand Equity

### Recognizing Leadership in Digital Intelligence

Founded in 2015 Cobwebs Technologies (Cobwebs) is a technology provider specializing in web intelligence solutions. The company’s solutions help customers gain actionable insights from data using artificial intelligence (AI) and machine learning (ML) analytics. The company’s customer base consists of global clients in financial institutions, law enforcement, national security, public safety, and enterprise security. In 2019 and 2020, Frost & Sullivan recognized Cobwebs for its innovation and customer-centric

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**- Steven Lopez,  
Best Practices Research Analyst**

solutions and remains impressed with the company’s continuing innovation and sustained leadership.

Cobwebs uniquely leverages its open-source web intelligence (WEBINT/OSINT) platform to meet its customer’s operational needs. It is well-positioned to capitalize on new growth opportunities, cementing its leadership in the digital intelligence space.

### Carving Out a Name in an Evolving Market

Cobwebs provides its WEBINT solutions for government, commercial, and law enforcement sectors. The company leverages its intelligence and security experts’ expertise to design cutting-edge solutions that collect

and analyze data from all web layers. These layers include open-source online data from surface, deep, and dark web. The company overcomes the evolving challenges in the industry today, specifically law enforcement and public safety teams. The digital intelligence domain for law enforcement is highly

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dynamic and changes year after year, with the number of online platforms growing rapidly. Law enforcement teams seek methods to identify new online threats across the most relevant platforms that are more efficient, and less labor intensive. Digital intelligence for law enforcement requires solutions that can ensure security and identity protection throughout business operations, physical security systems, or digital infrastructure. For example, preventing event mass casualties, online threats/planning, and natural disaster

alerts are all essential security functions that require consideration. Therefore, law enforcement agencies must invest in the technology and allocate their resources to manage data to ensure public safety. To support and maintain the,

The company enables law enforcement teams to improve their security solutions with well-defined digital intelligence resources through its AI and ML-equipped WEBINT solutions that can detect the correlation between events and relationships and identify online threat with a small digital footprint. Compared to traditionally manual processes that could take months or years to piece information together, this robust platform is a vital tool for law enforcement. Cobwebs bridges the gap between the customer's immediate operational needs, eliminating labor-intensive and time-constraint tasks during online crime investigations and provides real time situational awareness to identify new threats. Its platform automates the discovery phase, scans large amounts of data, and applies AI to provide accurate insights, allowing analysts to piece together an event quickly and focus on more cognitive tasks. Underlining its digital intelligence solution's advanced and continuous monitoring modules, Cobwebs offers a distinct investigation module to attain higher risk mitigation levels and the necessary tools to enable faster responses.<sup>1</sup>

Frost & Sullivan commends Cobwebs on its game-changing solutions and its ability to set a new standard for web intelligence. Its platforms' continuous evolution matches the growing industry demand from law enforcement.

### ***Building Trust Through a Customer-centric Approach and Conveying Continuous Growth***

Cobwebs is a disruptive leader in the digital intelligence market, continually evolving and creating stiff barriers for existing competitors and new market entrants. As one of few companies that built its digital intelligence platform from the ground up, Cobwebs offers solutions that include information technology, physical and operational security system integrations, and a holistic approach to situational awareness. Unlike competitors, the company does not have to navigate the same integration journey.<sup>2</sup> Cobwebs is an

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<sup>1</sup> Frost Radar™: Digital Intelligence Solutions, 2021 (Frost & Sullivan, September 2021)

<sup>2</sup> Frost Radar™: Digital Intelligence Solutions, 2021 (Frost & Sullivan, September 2021)

ideal choice for law enforcement because the solutions do not replace legacy systems; instead, they add additional capabilities to their arsenal of tools.

Cobwebs continues driving innovation of its products and meeting customer needs. Since its inception, the company's sterling reputation and customer-centric framework led to its coveted preferred partner status. Over the years, the company has shown a robust and agile approach and response to the needs of its customer base by enhancing digital risk protections and connecting physical and digital security. The company invests a significant portion of its funds in bringing new digital intelligence resources for law enforcement to secure public safety. Cobwebs' research and development investments make more than 30% of its annual spending, which helps the company bolster its innovation in analysis and visualization offerings to expand its web intelligence coverage.<sup>3</sup> With a strong law enforcement customer base, Cobwebs views the demand for its WEBINT platform as growing exponentially. In addition, because of the platform's expanded digital intelligence portfolio, the company sees interest from existing customers looking to solve more cybercrime cases, as well as enterprises and financial institutions wanting to improve their environment from ongoing web threats and pursuing holistic operational protections.<sup>4</sup> Frost & Sullivan believes the company is well-positioned to drive the digital intelligence space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

## Conclusion

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The way the world communicates, transfers data, and shares information online creates an even bigger playing field for online threats and crime. As an entity's digital footprint increases, their security and identity become jeopardized. Moreover, the law enforcement industry undoubtedly faces security and safety challenges when researching online threats, given that digital intelligence has increased dramatically, affecting how any law enforcement agency operates today. With criminal orchestrations continuing to rise over the past decade, law enforcement's operations must find methods to detect and deter a potential risk via the web during investigations and identify the warning signs before incidents happen. To achieve this outcome during an investigation, online crime investigators need digital intelligence solutions that can automate and accelerate processes safely and covertly.

Overall, Cobwebs Technologies (Cobwebs) bridges these market gaps while disrupting entrenched market players. The company's web intelligence solutions allow law enforcement teams to search for and access data throughout the web during case investigations. Without replacing legacy systems, Cobwebs provides open-source intelligence that seamlessly integrates with clients' existing operations. Cobwebs bridges the gap between the customer's immediate needs to eliminate increased time and labor-intensive investigation processes. Furthermore, the company incorporates customer-centric strategies, building substantial brand equity and elevating its leadership status in the digital intelligence market.

For its strong overall performance, Cobwebs is recognized with Frost & Sullivan's 2022 North American Entrepreneurial Company of the Year Award in the law enforcement digital intelligence industry.

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<sup>3</sup>Ibid.

<sup>4</sup>Ibid.

## What You Need to Know about the Entrepreneurial Company of the Year Recognition

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Frost & Sullivan's Entrepreneurial Company of the Year Award recognizes the best up-and-coming, potentially disruptive market participant.

### Best Practices Award Analysis

For the Entrepreneurial Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Entrepreneurial Innovation*

**Market Disruption:** Innovative new solutions have a genuine potential to disrupt the market, render current solutions obsolete, and shake up competition

**Competitive Differentiation:** Strong competitive market differentiators created through a deep understanding of current and emerging competition

**Market Gaps:** Solution satisfies the needs and opportunities that exist between customers' desired outcomes and their current market solutions

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Passionate Persistence:** Tenacity enables the pursuit and achievement of seemingly insurmountable industry obstacles

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives. Learn more.

### Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

